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# Adverity

**Word Mark** ADVERITY

**Goods and Services** IC 009. US 021 023 026 036 038. G & S: Software, namely, downloadable software for management of business data for marketing intelligence and analytics; recorded content, namely, downloadable electronic data files featuring corporate and product marketing and social media content; recorded data files, namely, downloadable electronic data files featuring business data related to digital marketing, social media and website management; data recorded electronically, namely, digital media and computer data in the nature of downloadable electronic data files or electronic data storage media featuring business data related to corporate and product marketing, digital marketing, social media and website management, marketing intelligence and analytics

IC 035. US 100 101 102. G & S: Online advertising; advertising, marketing and promotional services; business analysis, namely, business data analysis and business management analysis related to digital marketing, social media and website management; business research and information services; preparation of advertising material for others

IC 042. US 100 101. G & S: Information technology (IT) consultancy; electronic data duplication and conversion services, namely, media duplication of data digital information and computer code conversion for others; data coding services, namely, development of computer software for data mining, data query, data analysis and artificial intelligence; computer hardware development; IT consultancy, advisory and information services; IT security services in the nature of protection of data through computer security threat analysis and recovery of computer data

**Standard Characters Claimed**

**Mark Drawing Code** (4) STANDARD CHARACTER MARK

**Serial Number** 79276599

**Filing Date** July 23, 2019

**Current Basis** 66A

**Original Filing Basis** 66A

**Published for Opposition** August 25, 2020

**Registration Number** 6192114

**International Registration Number** 1509363

**Registration Date** November 10, 2020

**Owner** (REGISTRANT) **Adverity GmbH** LIMITED LIABILITY COMPANY AUSTRIA Mariahilfer Straße 41-43/B6 A-1060 Wien AUSTRIA

**Attorney of Record** Scott Matthews

**Type of Mark** TRADEMARK. SERVICE MARK

**Register** PRINCIPAL

**Live/Dead Indicator** LIVE

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